

CLAIMS:

1. Method of simplifying embedding of watermarks in different copies of a media signal comprising the steps of:
 - determining watermarking properties (p) dependent on a media signal (x) (step 30; 58), and
 - 5 - storing the signal dependent properties (step 32; 60), such that the signal dependent properties can be used when embedding unique watermarks in different copies of the media signal.
2. Method according to claim 1, further comprising the step of sending the media signal together with information at least based on the signal depending properties to at least one recipient, (step 38; 62).
3. Method according to claim 2, further comprising the step of embedding unique watermarks (w_A , w_B , w_C) in different copies of the media signal using the stored signal dependent properties (step 36) and wherein the step of sending comprises sending a copy of the media signal to each recipient with an embedded unique watermark (x_A , x_B , x_C), (step 38).
4. Method according to claim 3, further comprising the step of mixing watermarks for providing a unique mix of the watermarks in copies of the media signal.
5. Method according to claim 2, wherein the step of sending comprises sending the media signal together with the signal dependent properties (step 62), for enabling embedding of a watermark by a recipient.
6. Method according to claim 5, further comprising the step of losslessly encoding the signal dependent properties in the media signal.
7. Method according to claim 1, wherein the signal dependent properties are based on a perceptual model of a human sensing system.

8. Method according to claim 1, wherein the steps of determining and storing are performed off-line and the step of sending is performed on-line.

5 9. Method of embedding a watermark in a media signal (x) comprising the steps of:
- receiving a media signal together with certain watermarking properties (p) dependent on the media signal, (step 64), and
- embedding a watermark (w_A) based on the signal dependent properties (p) in a
10 copy of the media signal (x), (step 68).

10. Method according to claim 10, wherein the signal properties are losslessly encoded (LE) in the media signal (x') and further comprising the step of losslessly decoding (LD) the signal properties from the media signal.

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11. Device for simplifying the embedding of watermarks in different copies of a media signal comprising a server unit (10) including:

- a properties determining unit (14) for determining signal dependent watermarking properties (p) of a media signal (x), and
20 - a signal properties store (16) for storing the signal dependent properties, such that the signal dependent properties can be used for embedding unique watermarks in different copies of the media signal.

12. Device according to claim 11, further comprising a sending unit (28; 52)
25 arranged to send the media signal together with information at least based on the signal depending properties to at least one recipient.

13. Device according to claim 12, further comprising at least one watermarking unit (22, 24, 26) for embedding unique watermarks (w_A , w_B , w_C) in different copies of the
30 media signal using the stored signal dependent properties for enabling the sending of a uniquely watermarked media signal (x_A , x_B , x_C) to each recipient.

14. Device according to claim 13, wherein the sending unit (28) further comprises a mixing unit (50) arranged to mix watermarks such that the unique watermark sent to a recipient is a unique mix of the generated watermarks.

5 15. Device according to claim 12, wherein the sending unit (52) is arranged to send the media signal (x) together with the signal dependent properties (p), for enabling embedding of a watermark by a recipient.

10 16. Device according to claim 15, further comprising a lossless encoding unit (72) for losslessly encoding the signal dependent properties in the media signal.

17. Device according to claim 11, wherein the properties determining unit is arranged to determine the signal dependent properties based on a perceptual model of a human sensory system.

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18. Device (54) for embedding a watermark in a media signal comprising:
- a receiving unit (56) for receiving a media signal together with certain watermarking properties (p) dependent on the media signal (x), and
- a watermarking unit (22) arranged to embed a watermark (w_A) based on the
20 signal dependent properties (p) in a copy of the media signal.

19. Device according to claim 18, wherein the signal properties are losslessly encoded in the media signal and further comprising a lossless decoding unit (74) for losslessly decoding the signal properties from the media signal.

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20. Signal for providing media content to a recipient comprising a media signal (x) together with certain watermarking properties (p), which are dependent on the media signal (x).

30 21. Signal according to claim 22, wherein the properties are losslessly embedded in the media signal.